

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. to 4. (cancelled).

5. (previously presented): An advertisement method for presenting advertisement data, transmitted by using broadcasting, to users, the method comprising the steps of

at a reception end, setting selection standards for a receive time, a receive position and preference of the user, selecting advertisement data which satisfy said standards from the received advertisement data, and storing the selected advertisement data in a received advertisement data base; and

at the reception end, assigning an evaluation value to the stored advertisement data based on a reproduction time, a reproduction position and preference of said user, extracting the advertisement data in the order of highest evaluation value, and presenting said extracted advertisement data to the user in the order of highest evaluation value;

wherein, in the case where said received advertisement data comprises data representing the period of the advertisement, in evaluating the time of said received advertisement data,

said received advertisement data is given a high evaluation value when said receive time is within said period and a low evaluation value when said receive time is outside said period.

6. (previously presented): An advertisement method for presenting advertisement data, transmitted by using broadcasting, to users, the method comprising the steps of

at a reception end, setting selection standards for a receive time, a receive position and preference of the user, selecting advertisement data which satisfy said standards from the received advertisement data, and storing the selected advertisement data in a received advertisement data base; and

at the reception end, assigning an evaluation value to the stored advertisement data based on a reproduction time, a reproduction position and preference of said user, extracting the advertisement data in the order of highest evaluation value, and presenting said extracted advertisement data to the user in the order of highest evaluation value;

wherein, in the case where said received advertisement data comprises data representing the position of the location of the advertisement target, in evaluating the position of said advertisement data, the shorter the distance between said receive position and said location the higher the evaluation value, and vice versa.

7. (previously presented): An advertisement method for presenting advertisement data, transmitted by using broadcasting, to users, the method comprising the steps of:

at a reception end, setting selection standards for a receive time, a receive position and preference of the user, selecting advertisement data which satisfy said standards from the received advertisement data, and storing the selected advertisement data in a received advertisement data base;

at the reception end, assigning an evaluation value to the stored advertisement data based on a reproduction time, a reproduction position and preference of said user, extracting the advertisement data in the order of highest evaluation value, and presenting said extracted advertisement data to the user in the order of highest evaluation; and

storing key words which are of interest to said user and key words which are not of interest to said user; in evaluating the preference of said advertisement data;

wherein the more key words which are of interest are contained in said advertisement data, the higher the assigned evaluation value, and the more key words which are not of interest are contained in said advertisement data, the lower the assigned evaluation value.

8. to 13. (cancelled).

14. (previously presented): An advertisement method for presenting advertisement data, transmitted by using broadcasting, to users, the method comprising the steps of

at a reception end, setting selection standards for a receive time, a receive position and preference of the user, selecting advertisement data which satisfy said standards from the received advertisement data, and storing the selected advertisement data in a received advertisement data base; and

at the reception end, assigning an evaluation value to the stored advertisement data based on a reproduction time, a reproduction position and preference of said user, extracting the

advertisement data in the order of highest evaluation value, and presenting said extracted advertisement data to the user in the order of highest evaluation value;

wherein said evaluation value (e) is determined according to the following equation:

$$e = (x)(ep) + (y)(et) + (z)(eo), \text{ wherein}$$

ep is based on a reproduction position, et is based on a reproduction time, eo is based on a preference of said user, and x, y, and z are numeric values.